Amendment to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-18. Canceled)

19.   (New) In a network including a plurality of network devices operated by a plurality of users, a method for selecting an advertisement to be displayed on screen of said network devices that provides for selective real-time information exchange of member profile information between network devices comprising the steps of:

selecting from at least one data element associated with the member;

searching for an advertisement trigger in a database management system corresponding to the selected data elements;

determining whether the selected data elements triggers an advertisement; and

displaying an advertisement on the screen.

20.   (New) The method of claim 19, wherein the selected data element is the date.

21.   (New) The method of claim 19, wherein the selected data element is the time.

22.   (New) The method of claim 19, wherein the selected data element is the geographic location of the member.

23.   (New) The method of claim 19, wherein determining whether the selected data elements

triggers an advertisement a generic advertisement is displayed when the selected data element

does not trigger an advertisement.

24.   (New) The method of claim 19, wherein determining whether the selected data elements

triggers an advertisement a specified advertisement is displayed when the selected data element

triggers an advertisement.

25.   (New) In a network including a plurality of network devices operated by a plurality of

users, a method for retrieving member profile information that provides for selective real-time

information exchange of member profile information between external network devices and an

information exchange system comprising the steps of:

granting, by a member, access to at least one data element associated with the member

from the external network device;

retrieving the data elements associated with the member from the external network device

to the information exchange system; and

storing the data elements on the information exchange system to automate access to

member profile information from the external network device.

26.   (New) In a network including a plurality of network devices operated by a plurality of

users, a method for retrieving member profile information that provides for selective real-time

information exchange of member profile information between external network devices and an

information exchange system comprising the steps of:

granting, by a member, access to at least one data element associated with the member

from the external network device;

snarfing the data elements associated with the member from the external network device

to an information exchange system; and

emulating the member profile on the information exchange system to automate access to

the external network device.

27.   (New) In a network including a plurality of network devices operated by a plurality of

users, a method for pushing selected member profile information that provides for selective real-

time information exchange of information between network devices of a member and at least one

selected vendor comprising the steps of:

authorizing, by a member, a subset of data elements associated with the member;

providing the subset of data elements to a recommendation engine;

converting, by the recommendation engine, the subset of data information to an

information request;

forwarding the information request to the selected vendors; and

accepting responses from the recommendation engine based on information returned

from the selected vendors.

28.   (New) In a network including a plurality of network devices operated by a plurality of

users, a method for synchronizing member records received from a network device that provides

for selective real-time information exchange of member records between the network device and

an information exchange system comprising the steps of:

> receiving a member record from the network device;

> querying a mapping database for the received record;

> locating the record in the mapping database;

> confirming editing rights to the record for the member;

> determining a date for the record and a date of last synchronization; and

> updating the record on the information exchange system.

29.   (New) The method of claim 28 further comprising:

> searching for additional records from the network device; and

> repeating the steps of said method for synchronizing member records received from a

network device for each of the additional records.

30.   (New) The method of claim 28 wherein locating the record in the mapping database an

instruction is sent to delete the record when the record is not located.

31.   (New) The method of claim 28 wherein confirming editing rights to the record for the

member the record is not updated when editing rights are not confirmed.

32.   (New) The method of claim 28 wherein determining a date for the record and a date of

last synchronization the record is not updated to the information exchange system if the record

date is earlier in time than the last synchronization date.

33.   (New) The method of claim 28 wherein querying a mapping database for the received

record a new mapping is created in the mapping database between the record and the user when a

mapping is not located.

34.   (New) In a network including a plurality of network devices operated by a plurality of

users, a method for processing instructions received from an information exchange server that

provides for selective real-time information exchange of member records between a network

device and the information exchange system comprising the steps of:

    receiving an instruction;

    performing an operation based on the instructions; and

    repeating the operation for each of the received instructions.

35.   (New) The method of claim 34 wherein the instruction is a delete record instruction.

36.   (New) The method of claim 34 wherein the instruction is an update record instruction.

37.   (New) The method of claim 34 wherein the instruction is an add record instruction.

38. (New) The method of claim 37 wherein performing an operation based on an add record instruction further comprises:

sending a mapping of the new record to the information exchange server.